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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/545,034	04/06/2000	Eduardo Cue	P2512/560	9025

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BUCHANAN, INGERSOLL & ROONEY PC
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EXAMINER

ZURITA, JAMES H

ART UNIT	PAPER NUMBER
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3625

MAIL DATE	DELIVERY MODE
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05/21/2007

PAPER

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Office Action Summary	Application No.	Applicant(s)	
	09/545,034	CUE ET AL.	
	Examiner	Art Unit	
	James H. Zurita	3625	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --
Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1) Responsive to communication(s) filed on 15 February 2007.

2a) This action is **FINAL**. 2b) This action is non-final.

3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4) Claim(s) 74,76-81 and 83-93 is/are pending in the application.

4a) Of the above claim(s) _____ is/are withdrawn from consideration.

5) Claim(s) _____ is/are allowed.

6) Claim(s) 74,76-81 and 83-93 is/are rejected.

7) Claim(s) _____ is/are objected to.

8) Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9) The specification is objected to by the Examiner.

10) The drawing(s) filed on _____ is/are: a) accepted or b) objected to by the Examiner.
 Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
 Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

a) All b) Some * c) None of:
 1. Certified copies of the priority documents have been received.
 2. Certified copies of the priority documents have been received in Application No. _____.
 3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1) Notice of References Cited (PTO-892)

2) Notice of Draftsperson's Patent Drawing Review (PTO-948)

3) Information Disclosure Statement(s) (PTO/SB/08)
 Paper No(s)/Mail Date 02/26/07.

4) Interview Summary (PTO-413)
 Paper No(s)/Mail Date. _____.
 5) Notice of Informal Patent Application
 6) Other: _____.

DETAILED ACTION

Response to Amendment

On 26 February 2007, applicant amended claims 74, 76, 78, 80, 81, 83, 85, 87, 89, 90, 92 and 93.

Claims 74, 76-81 and 83-93 are pending and will be examined.

Response to Arguments

Applicant's arguments with respect to claims 74, 76-81 and 83-93 have been considered but are moot in view of the new ground(s) of rejection.

Claim Rejections - 35 USC § 102

The text of those sections of Title 35, U.S. Code not included in this action can be found in a prior Office action.

Claims 74, 76-81 and 83-93 are rejected under 35 U.S.C. 102(e) as being anticipated by Bezos et al. (US 6029141), filed 27 June 1997, issued 22 February 2000.

As per claim 74, Bezos discloses systems and methods for presenting customized information at an electronic commerce site, comprising the following steps:

- storing information in a computer database (**136**, for example) relating to products offered by a vendor at an electronic commerce site (merchant web site **186**);
- displaying said information relating to said products on a computer interface (see, for example, at least Fig. 8 and related text);

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- storing via said interface, configuration data (Col. 9, lines 30-37) in said database (e.g., **160**) that
 - defines a custom store (associate web site **100**, as in Fig. Fig. 1 and related text) that
 - provides customers (for example, Fig. 1, customers at customer computer **108**), with at least one of a restricted set of said products and non-standard pricing for said products (e.g, discounts, special prices, pricing incentives as in Col. 7, lines 46-51, Col. 14, lines 38-51); and
- in response to an HTTP request for access to said electronic commerce site (e.g., Col. 6, line 59-Col. 7, line 5, Col. 13, lines 54-67),
 - determining whether a referrer header field of said request indicates that said request originated from a predetermined host (valid enrolled associate's web site and URL (e.g., Col. 7, lines 21-40), and
 - generating and returning a custom store page based upon said configuration data if the referrer header field indicates that the request originated from said predetermined host (valid associate ID, as in Col. 14, line 38-51), wherein configuration data that is associated with said predetermined host is selected to generate and return said custom store page (as in Fig. 8 and related text, for example).

As per claim 76, Bezos discloses systems and method(s) for presenting customized information at an electronic commerce site, comprising the following steps:

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- storing information in a computer database (**136**, for example) relating to products offered by a vendor at an electronic commerce site (merchant web site **186**);
- displaying said information relating to said products on a computer interface (see, for example, at least Fig. 8 and related text);
- storing via said interface, configuration data (Col. 9, lines 30-37) in said database (e.g., **160**) that
 - defines a custom store (associate web site **100**, as in Fig. Fig. 1 and related text) that
 - provides customers (for example, Fig. 1, customers at customer computer **108**), with at least one of a restricted set of said products and non-standard pricing for said products (e.g., discounts, special prices, pricing incentives as in Col. 7, lines 46-51, Col. 14, lines 38-51);

in response to a request for access to said electronic commerce site,

- determining whether said request designates a custom store (e.g., Col. 7, lines 21-40), and
- generating and returning a custom store page based upon said configuration data if the request designates a custom store (valid enrolled associate ID, as in Col. 14, line 38-51);
- determining whether said configuration data includes information relating to products that are no longer offered by said vendor (see, for example, at least Appendix B, and references to link format or items no longer carried in the vendor's catalog, as in Col. 18, lines 45-50), and

- providing notification via said interface if such information is included in the configuration data, wherein configuration data that is associated with a predetermined host is selected to
- generate and return said custom store page as in Fig. 8 and related text, for example).

As per claim 77, Bezos discloses that the database stores standard prices (fig. 10b, list price) for said products and said configuration data includes discount pricing information, and wherein said custom store application automatically calculates discounted prices from said stored standard prices for display on said custom store page (Fig. 10b, our price, you save).

As per claim 78, Bezos discloses that the database stores configuration data for a plurality of different custom stores (see, for example, at least Col. 2, lines 18-39),

As per claim 79, Bezos discloses that the request includes an identification of the custom store to be selected (see, for example, at least Fig. 4 and related text)

As per claim 80, Bezos discloses that the identification is based on a check of said referrer header field of the request. (e.g., Col. 6, line 59-Col. 7, line 5).

Claim 81 is rejected on the same grounds as claim 74.

Claim 83 is rejected on the same grounds as claim 76.

Claim 84 is rejected on the same grounds as claim 77.

Claim 85 is rejected on the same grounds as claim 78.

Claim 86 is rejected on the same grounds as claim 79.

Claim 87 is rejected on the same grounds as claim 80.

Claim 88 is rejected on the same grounds as claim 77.

Claim 89 is rejected on the same grounds as claim 78.

Claim 90 is rejected on the same grounds as claim 79.

Claim 91 is rejected on the same grounds as claim 88.

Claim 92 is rejected on the same grounds as claim 89.

Claim 93 is rejected on the same grounds as claim 90.

Conclusion

Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action. Accordingly, **THIS ACTION IS MADE FINAL**. See MPEP § 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

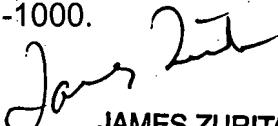
A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the date of this final action.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to James H. Zurita whose telephone number is 571-272-6766. The examiner can normally be reached on 8a-5pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Jeffrey A. Smith can be reached on 571-272-6763. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

James Zurita
Primary Examiner
Art Unit 3625
08 May 2007



JAMES ZURITA
PRIMARY EXAMINER